

What Is Claimed Is:

1 1. A video playback control apparatus which
2 continuously plays back first video data supplied from
3 a medium and second video data supplied from a
4 communication system, while combining the first and
5 second video data with each other.

1 2. The video playback control apparatus of claim
2 1, wherein the first video data is video data on a
3 main part of a movie, and the second video data is
4 video data on at least one of a trailer and an
5 advertisement.

1 3. The video playback control apparatus of claim
2 2, wherein the trailer and the advertisement are to
3 be played prior to the main part of the movie.

1 4. The video playback control apparatus of claim
2 1, wherein plural sets of the second video data are
3 supplied from the communication system, and wherein
4 at least one of the sets of the second video data,
5 and the first video data are continuously played back
6 while being combined with each other.

1 5. The video playback control apparatus of claim
2 4, wherein the at least one of the sets of the second
3 video data, which is combined with the first video

4 data, is selected on the basis of at least one of
5 conditions of a manufacturer of the video playback
6 control apparatus and an installation site, conditions
7 of a time and day of week in which the first video
8 data is to be played back, and information on a kind
9 of the first video data.

1 6. The video playback control apparatus of claim
2 2, wherein plural sets of the second video data are
3 supplied from the communication system, and wherein
4 at least one of the sets of the second video data,
5 and the first video data are continuously played back
6 while being combined with each other.

1 7. The video playback control apparatus of claim
2 6, wherein the at least one of the sets of the second
3 video data, which is combined with the first video
4 data, is selected on the basis of at least one of
5 conditions of a manufacturer of the video playback
6 control apparatus and an installation site, conditions
7 of a time and day of week in which the first video
8 data is to be played back, and information on a kind
9 of the first video data.

1 8. A video playback control apparatus, comprising:
2 a medium reading section which outputs first
3 video data recorded on a medium;

4 a communication control section which receives
5 second video data via a communication device from a
6 separate distribution center that is disposed
7 independently of the video playback control apparatus;
8 and

9 a control section, to which the medium playback
10 section and the communication control section are
11 connected, and which controls the first video data
12 and the second video data so that the first video data
13 and the second video data are continuously played back
14 while being combined with each other.

1 9. The video playback control apparatus of claim
2 8, wherein the first video data is video data on a
3 main part of a movie, and the second video data is
4 video data on at least one of a trailer and an
5 advertisement.

1 10. The video playback control apparatus of claim
2 9, wherein the trailer and the advertisement are to
3 be played prior to the main part of the movie.

1 11. The video playback control apparatus of claim
2 8, wherein plural sets of the second video data are
3 supplied from the communication system, and wherein
4 at least one of the sets of the second video data,
5 and the first video data are continuously played back

while being combined with each other.

12. The video playback control apparatus of claim 11, wherein the at least one of the sets of the second video data, which is combined with the first video data, is selected on the basis of at least one of conditions of a manufacturer of the video playback control apparatus and an installation site, conditions of a time and day of week in which the first video data is to be played back, and information on a kind of the first video data.

13. The video playback control apparatus of claim 9, wherein plural sets of the second video data are supplied from the communication system, and wherein at least one of the sets of the second video data, and the first video data are continuously played back while being combined with each other.

14. The video playback control apparatus of claim 13, wherein the at least one of the sets of the second video data, which is combined with the first video data, is selected on the basis of at least one of conditions of a manufacturer of the video playback control apparatus and an installation site, conditions of a time and day of week in which the first video data is to be played back, and information on a kind

9 of the first video data.

1 15. A video playback control method, comprising:
2 reading first video data recorded on a medium;
3 receiving second video data from a communication
4 system; and
5 continuously playing back the first video data
6 and the second video data while combining the first
7 and second video data with each other.

1 16. The video playback control method of claim 15,
2 wherein the first video data is video data on a main
3 part of a movie, and the second video data is video
4 data on at least one of a trailer and an advertisement.

1 17. The video playback control method of claim 16,
2 wherein the trailer and the advertisement are to be
3 played prior to the main part of the movie.

1 18. The video playback control method of claim 15,
2 wherein, in the receiving step, plural sets of the
3 second video data are supplied from the communication
4 system, and wherein at least one of the sets of the
5 second video data, and the first video data are
6 continuously played back while being combined with
7 each other.

1 19. The video playback control method of claim 18,
2 further comprising:

3 selecting at least one set from the sets of the
4 second video data, which is combined with the first
5 video data, on the basis of at least one of conditions
6 of a manufacturer of the video playback control
7 apparatus and an installation site, conditions of a
8 time and day of week in which the first video data
9 is to be played back, and information on a kind of
10 the first video data.

1 20. The video playback control method of claim 16,
2 wherein, in the receiving step, plural sets of the
3 second video data are supplied from the communication
4 system, and wherein at least one of the sets of the
5 second video data, and the first video data are
6 continuously played back while being combined with
7 each other.

1 21. The video playback control method of claim 20,
2 further comprising:

3 selecting at least one set from the sets of the
4 second video data, which is combined with the first
5 video data, on the basis of at least one of conditions
6 of a manufacturer of the video playback control
7 apparatus and an installation site, conditions of a
8 time and day of week in which the first video data

